

10.5.5.
Label: Direct Mail
Plan 1984

LEVEL I

	PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
1.	(Multiclient) Software Productivity Solutions (2 vol) (MSSP/USSP)	9/1 Tyler	9/30	6/13 David	Field Sales Top 40 prospects 6/14-29 Jan W	Phase One: Field 6/14- 6/29	6/14	6/29	
		"	"	" "	Input Mail List 6/29 Carol	Phase Two: Telemarketing/Direct Mail 6/29	7/6	9/15	
2.	Market Update: Discrete Manufacturing (MMDM)	done	6/21		Input Mail List Patricia				
3.	Successful RCS Strategies for the Mid 80s (MPST)	done	6/27		Input Mail List Randi				
4.	PC to Mainframe Reports (four):								
	-Processing and Systems Markets (MPPM)	6/29 Lumish			Input Mail List David				
	-Personal Computer Markets (MCPM)	7/15 OFlaherty		" "	" "				
	-Systems Applications Experiences (UEPM)	6/30 OFlaherty		" "	" "				
	-Communications (UTPM)			" "	" "				
5.	Techniques for Training and Supporting End Users (UETR) PLUS Data Administration Experiences and Outlook (UCDA)	done	6/21		Input Mail List Patricia				
		done	6/21	" "	" "				

continued...

R. Paul 6/13/84



Level I continued...

PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
6. Customer Svc: Large Systems (four reports):	.		Randi	Input Mail List Carol				
- User Requirements (FLS5)	done	shipped	" "	" "				
-Competitive Environ. (FLS6)	Erlandson		" "	" "				
-Software Maintenance (FLS7)	OFlaherty		" "	" "				
-Annual Report (FLS8)	Kemp		" "	" "				



Level II

	PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
1.	On-line Data Base Markets 1984-1989 (MPOL)	in QC Keen		Patricia	Input Mail List Carol				
2.	Strategies for New Telecommunications Opportunities (MPTC)	Lumish		Patricia	Input Mail List Carol				
3.	Two Reports: New Trends and Opportunities in Fourth Gen. Languages (NSFG) PLUS Opportunities in Fourth Gen. Lang. (UFGL/83)			Randi	Input Mail List Carol				
4.	Telecommunications Module of ISP (six reports): -Strategic Analysis & Forecast (UTAR) -PC to Mainframe Communications (UTPM) -LAN/CBX Directions & Opportunities (UTCL/ UTLA) -Strategies & Tactical Plan. Methods for Telecommunications (UTPL) -Telecommunications Interfaces for mid 80s (UTTI) -SNA Networks: Challenges and Opportunities (UTSN)	done	shipped	" " Patricia	Input Mail List Carol				
5.	ADAPSO: Annual Survey of the Info. Svc. Industry (YAD7)	Peterson		David	ADAPSO Prospect List-Jan W Input Mail List-Carol				

continued...

R. Paul 6/13/84



Level II continued...



Level III

PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
1. Acquisition Strategy Report (MMAC)	7/17 Lumish		Randi	Input Mail List Carol				
2. Annual Reports (three): - Processing & Systems Markets (MPAR)	8/15 Lumish		Patricia	Input Mail List Carol				
- Software Markets (MSAR)	OFlaherty		" "	" "				
- PC Markets (MCAR)			" "	" "				
3. ISP Annual Reports(four): - Information Systems (UWAR)			Patricia	Input Mail List Carol				
- Office Systems			" "	" "				
- Software Systems	OFlaherty		" "	" "				
- Telecommunications	Khanna		" "	" "				
4. Customer Svc-Office Systems (four reports):			Randi	Input Mail List Carol				
- User Requirements (POP5)	done	shipped	" "	" "				
- Competitive Environ. (POP6)	Brusuelas		" "	" "				
- Software Maintenance (POP7)	OFlaherty		" "	" "				
- Annual Report (FOP8)	Kemp		" "	" "				

